

United States Postal Service®

INDUSTRYALERT

June 20, 2016

USPS 2016 Personalized Color Transpromo & Mobile Shopping Promotions Webinar

**Tuesday, June 28, 2016
1:00 p.m. EDT**

Pre-registration is required

Phone lines are limited so please sign up today!

The USPS Mailing Services team will present an informative joint webinar about the USPS 2016 Personalized Color Transpromo & Mobile Shopping Promotions.

Mailers and mail service providers interested in participating in the 2016 Personalized Color Transpromo Promotion should plan to attend to learn about ways to enhance the value of mail by adding personalized color messages to transactional mail pieces. The team will also review the 2016 Mobile Shopping Promotion. This year's promotion was designed to create consumer excitement and highlight the connection between the mailpiece and the digital shopping experience. This year's Mobile Shopping Promotion also adds a new social media component that facilitates consumer purchases via "Buy Now" features, which are available on various social media platforms.

Mailers have the opportunity to earn discounts on eligible postage, boost brand value through greater consumer connection, and improve the overall marketing experience with these promotions. Please join us on Tuesday, June 28th to learn more.

Attendee Information:

To register for the webinar, click [here](#) or use the URL:

<https://uspsmeetings.webex.com/uspsmeetings/j.php?RGID=r4849005f90b47cd67038ccaf619a1c2d>

Call-in toll-free number: 1-855-860-7461 (US)

Conference Code: 553 970 9242

Meeting Number: 816 222 836

More information and full descriptions of the 2016 Promotions can be found [here](#).

If you have any questions, please contact the Program Office at mailingpromotions@usps.gov

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